

ABSTRACT OF THE DISCLOSURE

A vertically aligned liquid crystal display is driven by a digital drive signal. One field of each of pulses carried by the digital drive signal is divided into a plurality of subfields. Each subfield has a display-off period for which a liquid crystal is not driven and a display-on period for which the liquid crystal is driven. A ratio of the total of the display-on periods over the subfields to the one field is in the range from 1 : 6 to 5 : 6. At least a saturated drive voltage is supplied as the digital drive signal to the liquid crystal for each display-on period to modulate light incident in the liquid crystal.